

Modelo CHELADA



BRAND HIGHLIGHTS

- Classic michelada-style beer made with authentic Mexican beer and the refreshing flavors of watermelon and chile peppers
- Modelo Chelada is the #1 Ready-to-Drink Michelada brand in the category, capturing 69% of dollar share and driving over 100% of category growth¹
- First introduced in market: Spring 2023

FORMAT



24oz. Single Serve cans 12oz. can 12pk variety pack

TASTING NOTES

PRODUCT SPECIFICATIONS

TYPE: Ready-to-Drink michelada-style beer
COLOR: Hazy gold with light red tint
CALORIES: 144 calories per 12oz.
HOP VARIETY: Galena, Chelan, Apollo and Summit
MALT: Caramel, two and six row malt barley
ABV: 3.5%

FLAVOR

Refreshing flavors of juicy watermelon and a hint of chile peppers

CUSTOMIZATION SUGGESTIONS

Create your own authentic michelada with Modelo Chelada® Sandía Picante as the base. Garnish the rim of your glass with chamoy and chile lime seasoning, and for even more refreshing flavor, add in a watermelon wedge.

CONSUMER DEMO

Hispanic & General Market, 21-34 YO

Drink Responsibly. Modelo Chelada® Flavored Beer. Imported by Crown Imports, Chicago, IL.

Source: 1 Circana, Total U.S. H&B • ©, 2024